Health Fitness Management 3rd edition Bates Test Bank

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1. Concise _____ define the roles of the employees.

a. goals

b. training plans

*c. job descriptions

d. interview questions

2. A common theme among fitness businesses and organizations is superior _____ to improve member satisfaction, increase member referrals, and retain members.

*a. customer service

b. hiring decisions

c. handling of customer complaints

d. training

3. The _____ allows employees to see potential career paths within the organization, and it can be motivational for those seeking growth opportunities and promotions.

a. strategic plan

*b. organizational chart

c. company portfolio

d. company website

4. IHRSA studies have shown a direct correlation between _____ and _____.

a. pro shop sales; staff satisfaction

b. compensation; staff loyalty

*c. staff retention; member retention

d. profitability; management satisfaction

5. To ensure their future existence, fitness businesses continue to develop new fee-based programming that positively affects _____.

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a. staff loyalty

b. member retention

c. nondues revenue

*d. both b and c

6. This statement best describes the duties of which person?
Ensures that the annual budget is met, develops a marketing plan with the membership director for continued membership growth, keeps a high profile in the club, and works with department managers to achieve desired results.

a. membership director

*b. general manager

c. membership consultant

d. fitness director

7. The primary responsibility of the _____ is retaining members by offering a variety of programs that help members attain their health and fitness goals.

a. membership director

b. general manager

*c. membership consultant

d. fitness director

8. A member _____ rewards members who assist in recruiting a new member.

*a. referral program

b. buddy system

c. performance system

d. activity calendar

9. These qualifications best demonstrate which job in the for-profit commercial fitness industry?
Demonstrate good communication skills.
Demonstrate good leadership qualities.
Demonstrate strong sales ability.
Display good organizational skills.
Have 2 to 5 years of sales or sales management experience.
Maintain regular attendance and punctuality.

a. general manager

b. membership consultant

*c. membership director

d. fitness director

10. The membership director should report directly to the

*a. general manager

b. fitness instructor

c. membership consultant

d. fitness director

11. The purpose of the _____ is to reach individual quotas of monthly dues, annual dues, guest fees, seasonal memberships, and I-fees and thus help ensure that the membership team meets budgeted goals.

a. fitness director

*b. membership consultant

c. personal trainer

d. membership director

12. Which of these is NOT a general responsibility of the fitness director?

a. Maintain knowledge of all programs taking place within the club.

b. Develop and evaluate fitness programs.

c. Define performance standards and objectives for fitness staff.

*d. Instruct group exercise classes.

13. The entry-level position in the fitness department is the

a. assistant fitness director

b. supervisor of aerobics

c. exercise physiologist

*d. personal trainer

14. The personal trainer should report directly to the

a. personal training manager

b. general manager

c. fitness director

*d. all of these

15. Not-for-profit community facilities are unique in that they

a. do not have a general manager

*b. receive tax-exempt status

c. pay only 50% of their taxes

d. donate services and equipment

16. YMCAs are examples of what type of *facility*?

a. free

b. education based

c. community based

*d. not-for-profit community

17. The _____ will assume the primary responsibilities of capital development and annual fund-raising along with developing and executing a communication plan for the community, members, donors, and board members.

a. community organizer

*b. finance development executive

c. financial coordinator

d. general accountant

18. A _____ rewards members who assist in recruiting new members.

*a. member referral program

b. social media "like"

c. member appreciation night

d. selfie incentive

19. Which statement regarding hospital-based fitness centers is true?

a. This type of center is usually for profit.

b. Employees with less education tend to work here.

c. Employees who work here come in contact with a limited range of members.

*d. Most clients will have temporary access to the fitness center.

e. All of these are correct.

20. It is the manager's responsibility to provide a healthy, challenging, and rewarding work environment that encourages a greater commitment from and builds confidence in part-time and full-time employees.

*a. True
b. False

21. Employees' job satisfaction is not directly related to whether their skills are being used to the fullest potential.

a. True
*b. False

22. The overall design of any organization is determined by the type of business, the number of employees, and the owners' philosophy.

*a. True
b. False

23. The smaller for-profit commercial facilities must be adaptable and have attention-grabbing promotions unless they are part of a franchise that has its own standard operating procedures.

*a. True
b. False

24. The primary roles of the facility manager are to ensure the annual budget is met, develop a marketing plan with the membership director for continued membership growth, keep a high profile in the club, and work with department managers to achieve desired results.

a. True
*b. False

25. Because 70% to 80% of total club revenue comes from dues, the primary role of the membership director is setting sales goals with membership consultants to maintain a constant stream of new members.

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*a. True
b. False

26. Membership consultants reach individual quotas for monthly dues, annual dues, guest fees, seasonal memberships, and I-fees (enrollment fees charged when a member first joins) to ensure the membership team meets budgeted goals.

*a. True
b. False

27. If the membership department does not have a structured follow-up plan with new members, the chances of retaining those members decrease.

*a. True
b. False

28. The primary responsibility of the fitness director is to retain members by offering a variety of programs that help them attain their health and fitness goals.

*a. True
b. False

29. Personal trainers sell personal training sessions and packages and establish, implement, monitor, and maintain individual exercise recommendations for clients in a professional manner to ensure member satisfaction and increased profitability.

a. True
*b. False

30. For full-time personal trainers, you can control the schedules, establish higher revenue goals, and require a minimum number of paid sessions and integration appointments per month.

*a. True
b. False